



Councilmember Cynthia A. Sterling
District Three

Media Alert

FOR IMMEDIATE RELEASE
Wednesday, December 18, 2007

Contact: Gregory Barfield,
559-240-2632

Snow at Southwest Fresno Santa Event

Councilmember Sterling, Southwest Policing District, Bringing Broken Neighborhoods Back to Life, and Cedar Avenue Recycling & Transfer Station team up to bring Snow to Santa's West Fresno Village

WHAT: Councilmember Cynthia Sterling, District 3, the Southwest Policing District, Bringing Broken Neighborhoods Back to Life, and Cedar Avenue Recycling & Transfer Station (CARTS) have teamed up to bring **snow** to Santa and his "Gingerbread House". CARTS will deliver 47 cubic yards of snow for children to play in.

Children will have the opportunity to play in snow and receive a free 5x7 photo with Santa Claus as well as hot chocolate, kettle corn and a corn dog.

Accommodations will be made to interview Councilmember Sterling, representatives from the Southwest Fresno Police Department, CART, children and families.

WHEN: Thursday, December 20, 2007 from 5-8 p.m.

WHERE: Southwest Fresno Policing District (1211 Fresno St., Fresno, CA 93706) • Southside of the Station in the Kearney-Palm Plaza

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(SANTA AT KEARNEY-PALM CONTINUED 2-2-2)

- WHO:**
- **Councilmember Cynthia A. Sterling, District 3**
 - **Southwest Fresno Policing District**
 - **Santa Claus and Mrs. Claus**
 - **Children and families of District 3**
 - **Men of Promise will be Caroling**
 - **Cedar Avenue Recycling & Transfer Station**

WHY: Several families in Southwest Fresno do not have the opportunity to travel to the snow due to the lack of transportation. The snow will complement the current Santa's Village Event and add more holiday cheer to neighborhood children.

Many residents in West Fresno are forced to deal with negative consequences that result from crime; this event provides an opportunity for children to have a positive experience in their neighborhood.

Councilmember Sterling and the Fresno Police Department, Southwest Policing District, are committed to promoting relationships between residents, youth and law enforcement personnel.

VISUALS: • Shots of children playing in the snow.

NOTES: For more information contact Gregory Barfield, Chief of Staff for Councilmember Cynthia A. Sterling, at 240-2632 or Fresno Police Officer Oliver Baines at 960-8038.

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